

TO: David Davies *Barbara* DATE: December 18, 1991  
FROM: Barbara Trach  
SUBJECT: PARLIAMENT SWEEPSTAKES - MAZDA MIATA PRIZE

As you know, Parliament is developing a promotion in July which will have a sweepstakes overlay called "The Perfect Getaway Car Sweepstakes." We have been in touch with the Mazda Motor Company to request their permission to use a Mazda Miata as the sweepstakes grand prize.

Today I received good news from Mazda. They have agreed to allow us to use the Mazda Miata as our sweepstakes prize. In doing so, they understand that we will agree to the following guidelines:

- 1) Promote the sweepstakes at retail, in direct mail and in media.
- 2) We will feature the car without utilizing the Mazda logo typeface.
- 3) We will purchase the car at a negotiated cost.
- 4) We will include disclaimer copy which would communicate in some way that Mazda is not a sponsor of/or endorses this promotion.
- 5) Mazda will provide color film transparencies for our use.

Mazda has asked that we draft a "release" form for their approval. We need to send it to them ASAP (this week) so that we can confirm all our program details and proceed with production of retail materials.

This memo requests that you prepare the necessary legal release and send it to my attention as soon as possible.

The letter will be addressed to:

Ms. Laura Bennett  
Manager, National Sales Promotions  
Mazda Motors of America, Inc.  
7755 Irvine Center Drive  
Irvine, CA 92718

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Please let me know if you have any questions or require any additional information. (For your reference, I have attached a copy of the letter we sent to Mazda in early December).

Thanks so much.

ATTACHMENT

cc: M. Antonoff  
A. Goldfarb  
J. Greenky  
N. Parmet  
J. Spector

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